

Markus Norsted

PRODUCT DESIGN · UX & UI DESIGN · ART DIRECTION · TECHNICAL ILLUSTRATION

PROFILE

Consultant with **30+ years in the industry** — from art direction at agencies to UX/UI design for digital products and brands. Has worked at advertising agencies, web studios and design consultancies since the early 90s, went independent in 2011 and has run **Blacktip AB** since. Experienced in owning the full design process: brief, concept, visual identity, prototype and delivery. Currently working actively with **AI-driven design** — prototyping, design systems and production work with the help of Claude Code.

SELECTED WORK

Blacktip Labs

2026

PRODUCT DESIGN, UX, UI, PROTOTYPING, CODE, ETC

Own products and prototypes, all the way from idea to code. A **voice-controlled navigation simulator** for radar navigation (radar PPI, official S-57 ENC chart data), a PWA for **incident reporting** and a **training app** that converts sessions and food into calories. **Website and membership system** for Saltsjöbadens fiskevårdsförening — CMS, payments and member register. Spökpejl: **a novel** written with the help of AI, with its own reading app and editor mode.

Conifer Vision

2024

VISUAL IDENTITY, LOGOTYPE, WEB DESIGN

A new visual identity with logotype, and the design and delivery of the website, for a company that gives forest owners a grip on structure, health, storm damage and regrowth by feeding high-resolution drone footage into AI models.

Länsförsäkringar

2018–2024

UX & UI DESIGN, ILLUSTRATION, DESIGN SYSTEM

Six years as a contract consultant. The groundwork for LF's design system, UI and UX ownership of Förmedlarsidan (a B2B portal for independent brokers), illustrations for the consumer website and a recasting of the internal CRM system for advisers.

CONTACT

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SKILLS

Art Direction
UX & UI Design
Interaction Design
Design Systems
Brand Development
Technical Illustration
AI-driven design

TOOLS

– Figma
– Sketch
– Reason
– Claude Code

INDUSTRIES

– Fintech, Banking & Insurance
– Telecom
– Retail & E-commerce
– B2B & SaaS
– Defence
– Travel & Tourism

Airtours 2017

UI DESIGN, ART DIRECTION, REBRAND

A new visual language for the travel company, both on the web and in its analogue communication. A redesign of every digital touchpoint, down to the smallest detail.

Synsam 2016

UX & UI DESIGN

An internal order-entry portal for Synsam’s eyewear-subscription product, made for optometrists and shop staff and not for the end customer. UI and interaction design for the whole flow.

ASSA ABLOY 2012–2016

UI DESIGN, WEB DESIGN, INFOGRAPHICS

Four years of digital work for the world’s largest lock-and-security group: design of the corporate site, the global intranet, the annual-report infographics, campaigns and a B2B ordering portal.

Löneratorn / Unionen 2013

CONCEPT, UX & UI DESIGN

A campaign site for Unionen: a salary calculator that gave white-collar workers a feel for what they ought to earn based on profession and experience, and a few concrete tips ahead of the salary review.

iZettle 2011

UX AND UI DESIGN

The public site and the logged-in part where the seller handles their payments. Blacktip’s first client — I came in during 2011, when iZettle had only just started.

Telia, Scania, ICA, Vattenfall, Volvo, SJ, SKF, etc 2011–

VARIED — CAMPAIGNS, IDENTITY, WEB, UX/UI

Ongoing assignments across a wide range of industries and disciplines.

EDUCATION

Technical Upper Secondary School

4-year mechanical engineering programme

1986–1990 · Eskilstuna

Mälardalens Högskola

Technical Illustration

1990–1992 · Sweden

Bournemouth & Poole College of Art & Design

HND Technical Illustration

1992–1993 · Bournemouth, England

RMI Berghs

Design Management

Stockholm

LANGUAGES

Swedish (native)

English (fluent)